PTO/SB/21 (09-04) (AW 10/2004)

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AST				Applicatio	n Number	09/783,8	99		
TRANSMITTAL FORM (40) be used for all correspondence after initial filing)				Filing Date	•	February	15, 2	001	
			First Name	ed Inventor	Shouichi	Shouichi Gotoh, et al.			
			Art Unit		3622				
TRADEM				Examiner	Name	John L. \	John L. Young		
Total Number of Pages in This Submission 6			Attorney [Oocket No.	MTS-32	14US			
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Re	•	tion Missing Parts R 1.52 or 1.53	Remarks.						
		SIGNATUR	<u>I</u> E OF APPLIC	ANT, AT	TORNEY O	R AGE	NT		
irm Name	RatnerPr	estia							
Signature	00	meil N. Celd	4						
Printed Name	Daniel N								
Date August 30, 2005				Registratio	n No.	27,4	424		
		CERTIF	ICATE OF T	RANSMIS	SION / MA	ILING			
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	ass mail in a				D. Box 1450, A	lexandria,	VA 22	2313-1450 on the date shown below:	
Signature		\sim \sim \sim	Wellin	עפ					

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, ALEXANDRIA, VA 22313-1450.

Date

August 30, 2005

Typed or Printed Name

D. M. Wellings

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

MTS-3244US

362 A

SEP 0 1 2005 W APPIN. No:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

09/783,899

Applicant: Shouichi Gotoh, et al. Filed: February 15, 2001

Title: ADVERTISEMENT DATA SUPPLYING METHOD, ADVERTISEMENT

DATA REPRODUCING APPARATUS, AND SYSTEM FOR THE SAME

TC/A.U.: 3622

Examiner: John L. Young

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§ 1.97 and 1.98 and to the duty of disclosure set forth in 37 C.F.R. § 1.56, the Examiner in charge of the above-identified application is requested to consider and make of record the references listed on the PTO/SB/08a form submitted herewith. A copy of the references listed on the PTO/SB/08a and PTO/SB/08b form is enclosed.

Although the information submitted herewith may be "material" to the Examiner's consideration of the subject application, this submission is not intended to constitute an admission that such information is "prior art" as to the claimed invention.

In accordance with 37 C.F.R. § 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made.

The reference was cited by a foreign patent office in a counterpart foreign application. A copy of the Chinese Office Action, with English language translation, is submitted herewith. MPEP Section 609A(3), second paragraph.

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More than three months have elapsed since the filing of the above-referenced application and a first (non-Final) Official Action has been received. No Final Action or Notice of wance has yet been received and it is presumed that none has yet been mailed.

Accordingly, the required fee of \$180, set forth in 37 C.F.R. § 1.17(p), is provided herewith.

Respectfully submitted,

Daniel N. Calder, Reg. No. 27,424

Attorney for Applicants

DNC/dmw

Enclosures: Transmittal Form

PTO/SB/08a and/or PTO/SB/08b

PTO-2038

Chinese Office Action

1 Reference

Dated: August 30, 2005

P.O. Box 980 Valley Forge, PA 19482 (610) 407-0700

The Commissioner for Patents is hereby authorized to charge payment to Deposit Account No. 18-0350 of any fees associated with this communication.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on August 30, 2005.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

SHEET 1 of 2

Complete if Known				
Application Number	09/783,899			
Filing Date	February 15, 2001			
First Named Inventor	Shouichi Gotoh, et al.			
Art Unit	3622			
Examiner Name	John L. Young			
Attorney Docket No.	MTS-3244US			

			U.S. PATENT DO	DCUMENTS	
r	Cite No.1	Document Number	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
Examiner Initials*		Number - Kind Code ^{2 (if known)}			
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		Foreign Patent Document		Name of Patentee of		
	Cite No.1	Country Code ³ - Number ⁴ - Kind Code ⁵ (If known)	Publication Date (MM-DD-YYYY)	Applicant of Cited Document	Passages or Relevant Figures Appear	T ⁶
		WO 99/04561 A1	01/28/1999	E-GUIDE, INC.		
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Examiner	1			Date		

FOREIGN PATENT DOCUMENTS

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

¹Applicant's unique citation designation number (optional).
²See Kind Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.
³Enter Office that Issued the document, by the two-letter code (WIPO Standard St.3).

For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

^{*}For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the senal number of the patent document.

*Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible.

*Applicant is to place a check mark here if English language translation is attached.

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D P		Complete if Known	
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Application Number	09/783,899	
INFORMATION DISCLOSURE	Filing Date	February 15, 2001	·:
STATEMENT BY APPLICANT	First Named Inventor	Shouichi Gotoh, et al.	
(Use as many sheets as necessary)	Art Unit	3622	
	Examiner Name	John L. Young	
SHEET 2 of 2	Attorney Docket No.	MTS-3244US	

NON-PATENT LITERATURE DOCUMENTS						
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T²			
		Chinese Office Action for 01104649.X, with English translation, dated May 13, 2005.				
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Examiner	1	Date				

Examiner	Date	
Signature	Considered	<u>,</u> ;

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^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

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